

FOR IMMEDIATE RELEASE

THE STORY BEHIND YOUR HIGHLIGHTS: STABILO LAUNCHES THE STABILO HIGHLIGHT APP



Heroldsberg, Germany, August 2026 – There is something deeply personal about drawing a colored line through a sentence that moves you. It is a moment of recognition, a connection between a thought on the page and a thought in your mind. STABILO has always understood this. Now, for the first time, that colorful mark becomes something even more powerful.

STABILO International GmbH, with more than 160 years of highlighting expertise, is proud to announce the launch of the STABILO Highlight App. The new mobile application built a bridge between analogue and digital notes and transforms every handwritten or printed highlight into a smart, organized digital insight charged with digital superpowers. And all without changing the way you read. Without changing the way you learn. Simply by photographing the page you have

already made your own.

Available from August 2026 in 12 languages on both iOS (App Store) and Android (Google Play), the STABILO Highlight App is the next chapter in a story that began with a single stroke of color.

Every Color Has a Purpose. Now, Every Color Has a Function.

The STABILO Highlight App is built around a simple but powerful idea: the color-coding system that already means something to you can now **do** something for you.

Users freely assign four highlight colors (yellow, blue, green, pink) to one of four functions, fully flexible and entirely personalized:

- **Summarize:** Capture the big picture. The app generates a focused summary of the whole page, centered on the topics and passages you have marked.
- **Translate:** Break language barriers. Words and sentences are translated in full context, not word by word, but meaning by meaning.
- **Explain:** Go deeper. Complex ideas and unfamiliar terms are unpacked with the full page as context, so nothing is ever explained in isolation.
- **Quote Cards:** Preserve what moves you. Your favorite passages become beautifully designed, shareable cards, customizable in color and font.

One photo. Four functions. All results delivered at once.

The assignment of colors to functions is completely open: users can dedicate all four colors to Quote Cards, for example, and organize their saved passages by category, from favorite quotes to passages by a specific author or around a particular theme. The app adapts to your way of thinking, not the other way around.

Beyond the four core functions, the STABILO Highlight App offers a full set of organizational tools to make every insight truly useful over time. Users can sort their collected cards into folders, add tags to search, filter, and revisit them whenever needed, and link them to specific books or documents for a structured personal library. Cards can be exported as text or image files into other applications: perfect for dropping a favorite quote into a social media post or transferring study notes into a writing tool. And because great ideas are often best explored together, users can invite others into their folders to share results.

Made for Anyone Who Handles Text

The STABILO Highlight App is for everyone who reads with intention: students preparing for exams, avid readers building their personal knowledge, professionals structuring information, and anyone who has ever underlined a sentence because it mattered.

In its communication campaign, STABILO focuses in particular on two communities that have made reading and learning a shared, visual experience: the BookTok community on TikTok and the Studygram community on Instagram. Both are home to passionate readers and learners who annotate, color-code, and turn their books and notes into something deeply personal. For them, the STABILO Highlight App is a natural extension of a routine they already love.

All insights collected in the app can be exported to other applications, posted on social media, or shared with other App users for collaborative work. The story behind every highlight finally has somewhere to live.

Availability and Pricing

The STABILO Highlight App launches in August 2026 in 12 languages, available for free download on iOS and Android. Every new user receives 20 free scans to explore the app. Additional scans are available for continued use:

- 100 scans valid for one year: €3.99
- 1,000 scans valid for one year: €19.99

From October 2026, two special product bundles will bring the app experience directly to the point of sale:

- STABILO swing cool wallet (4 pieces): includes 100 free scans
- STABILO BOSS Original wallet (4 pieces): includes 100 free scans

About STABILO

STABILO International is one of the leading manufacturers of writing instruments in Europe and continues to set standards with products for writing, painting & drawing and highlighting. Examples include the classics sold by the billions worldwide, such as the STABILO BOSS highlighter, the STABILO point 88 fine liner and many other pens for colorful and creative design. Recently, our expertise in the digital field has resulted in a diagnostic tool with pen and app that help teachers analyze and improve writing skills.